Broadcasting Sep 2

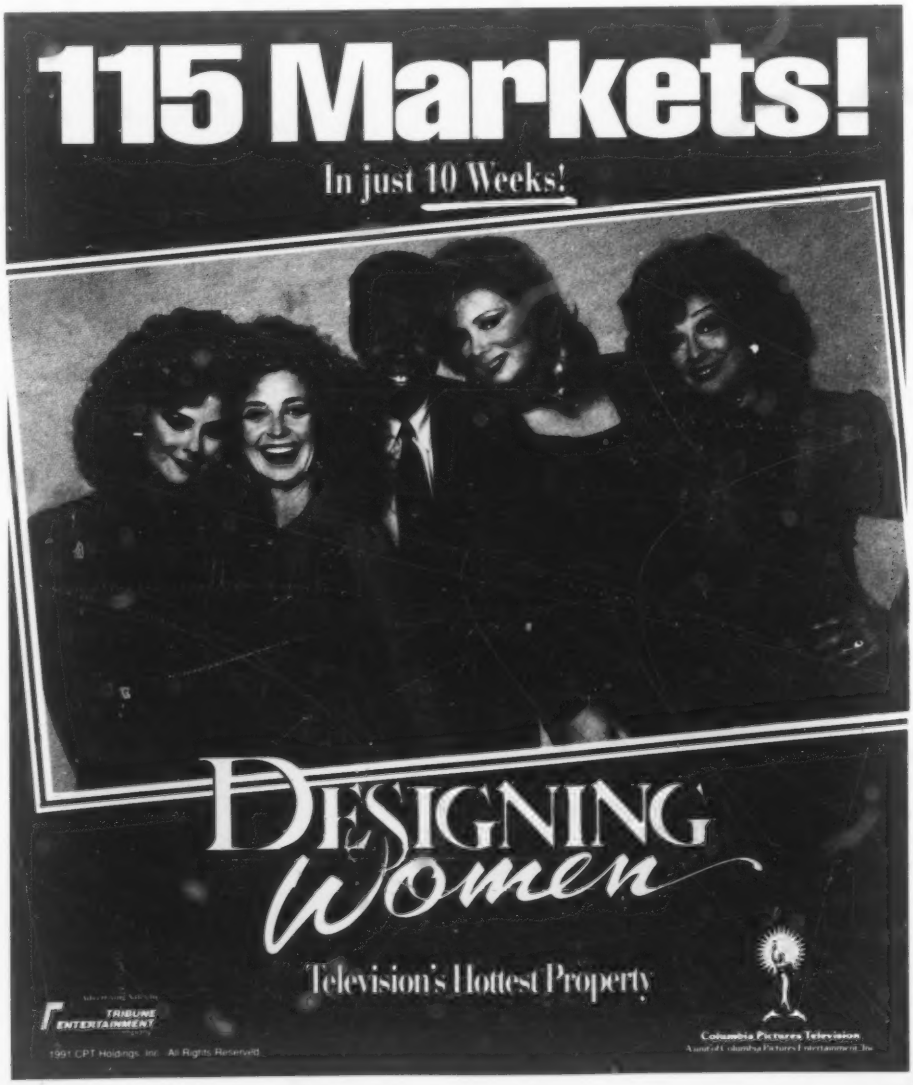
Reaching over 117,000 readers every week — 60th Year 1991

TELEVISION / 19
ABC hunts elusive football fans; 'Cheers' tops Emmy winners

RADIO / 24
'Drive time' Soviet coup kept listeners tuned to their radios

BUSINESS / 31
Survey shows television's bottom line healthy through 1990, especially independents

CABLE / 27
Lifetime bolsters ratings with six original movies in 1991



Broadcasting SEP 2 1991

Vol. 121 No. 10 $2.50

Washington's fall season

Green light for KCRA-TV's prime time precedent

Kidvid reprieve

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THIS WEEK

11 / OK TO KCRA

The FCC last week approved, for purposes of a limited experiment, NBC affiliate KCRA-TV's request to move up its prime time schedule one hour and air the *Tonight* show at 10:35 p.m. The Sacramento, Calif. station's move could be the first step toward an earlier prime time by a growing number of affiliates that share KCRA-TV's hunch that early-to-bed, early-to-rise lifestyles of some viewers are demanding it.

11 / AD RESTRICTION DELAYED

In response to a CBS petition, the FCC is expected this week to delay ad time restrictions in children's programing until January 1992. The agency had earlier granted the extension only to independents, who argued that they would be unduly hurt by having to break pre-existing barter agreements during the high-volume fourth quarter. CBS argued that the selective extension put the networks at an unfair disadvantage.

11 / NBC FOR SALE?

Despite a firm denial by NBC, a rumor of its impending sale received wide circulation last week, thanks mostly to three factors: there was no good reason to spread a false story, since unlike most such rumors it would probably not drive up the company stock; GE Chairman Jack Welch has never denied plans to sell the network, and NBC's fortunes are slipping, which flies in the face of GE's intention to keep only businesses that are first or second in their industry.

Back to work: Congress and the FCC return to a full agenda in Washington this month (page 14).

13 / GOLDMAN NAMED AT PARAMOUNT

Steve Goldman has been named president of Paramount Domestic Television, responsible for domestic syndication as well as oversight of TVX Corp. He said that before he makes his own imprint on the company, his top priority is to see that the current shows maintain their positions.

14 / CAPITAL'S FALL SEASON

The FCC and the Hill launch their own fall season after an August recess. High on the roster: debating cable reregulation; improving the quality of AM by encouraging stations to spread out onto the newly available 1605-1705 khz band; HDTV simulcasting; reviewing the new fin-syn rules and relaunching an inquiry to come up with a position on telco entry into the TV business.

16 / COMPENSATION PLAN AT FOX

Fox network and affiliate board members worked out a compensation arrangement last week that calls for cuts only if the network shows improvement in the key 18-49 demo. If Fox shows no growth in that audience, then compensation will remain unchanged, but an improvement of six-tenths of a point or more could mean a cut of up to 50%.

17 / NO NFL PPV UNTIL AT LEAST '94

Originally hoping to soon test PPV in at least two markets and hinting at the possibility of NFL games on PPV as early as 1992, Commissioner Paul Tagliabue announced last week that there will be no games on PPV while current network contacts are in effect, i.e., until at least 1994. Talk of a test had touched off a series of letters between the commissioner and House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.), who was concerned about games moving to pay TV.

17 / NEW RAB HEAD

The Radio Advertising Bureau ended a five-month search for a new president and CEO with its selection of Gary Fries, president of the Unistar Radio Network. Fries told BROADCASTING that he has no set course of action, but said the association "has to assume the leadership of the radio industry in the 1990's."

18 / UPI BANKRUPTCY

UPI's return to bankruptcy court last week was not unexpected, although the action belies the flurry of behind-the-scenes activity conducted to avert the move. Sources say a long list of foreign investors were approached, most of them news/communications organizations that could have complemented UPI's operations. But failure to find an American partner dissuaded the others and discouraged creditors.

18 / BROKER FOR AMATEUR VIDEO

In an effort to reduce

potential disputes over broadcast rights between amateur videographers and TV news organizations, marketing consultant and engineer Ron Brown has formed the Amateur Video News Network, a broker and clearinghouse for would-be newsgatherers and their footage. News organizations say they like the idea of dealing through a single source, but worry about turnaround time.

19 / GOING FOR THE EXTRA POINT

ABC, hoping to add a full rating point to the show, has asked Nielsen to measure out-of-home viewing of its popular *Monday Night Football*. Nielsen's first such survey, in November 1990, found that 2% of all viewing was done outside the home, and *MNF* was the top attraction.

20 / FOX SCORES WITH EMMY SHOW

The Aug. 25 Emmy Awards show, which saw a 50% improvement in its ratings over last year, gave Fox its biggest week yet. With a year left in its coverage contract, Fox is negotiating to put the network into a four-network Emmy show rotation. Fox will give up next year's rights in exchange for a place on the rota.

22 / START-UP'S BIG SUCCESS

A new station in Augusta, Ga.—Fox affiliate WFXG-TV—has combined promotion, counter-programing and good cable position to place third in its market, beating the local NBC affiliate and compiling what one rep firm called the best start for a new sign-on in 10 years.

27 / LIFETIME'S LIFELINE

Even though its original series programing has gotten off to a mixed start, Lifetime has managed a ratings gain over last year with the help of original movies. The three films produced so far this year averaged a 3.7 rating. Recognizing that "women at night tend not to watch television alone," Lifetime will be looking to increase its core female audience by attracting other members of the family.

28 / OLYMPIC CHANNEL-CROSSING

Marty Lafferty, vice president for NBC/Cablevision Systems' Olympic Triplecast, categorizes the cable industry into two groups: those who have been to Triplecast orientation and those who haven't. Standing by to help ease friction between systems and programers, Lafferty says, are not just NBC/Cablevision but the U.S. Olympic Committee too.

30 / GIVING UP THE GHOSTS

Five proponents of broadcast ghost-canceling technology have agreed to submit their hardware for testing beginning Sept. 16. The step represents a milestone in over-the-air picture-quality improvement that could, according to an NAB executive, "bring some additional technological parity" to broadcasters competing with cable TV. A potential hindrance is cost to the consumer.

31 / TV CASH FLOW

An annual survey reports healthy cash-flow margins for TV stations in 1990: 37% for affiliates and 17.5% for independents. The profit figures are particularly good for independents, more than half of which were showing negative cash flow just three years ago.

NFL has no plans for PPV until at least '94 (page 17); ABC measuring out-of-home viewing of "Monday Night Football" (page 19).

37 / RADIO SERVICES SHINE IN COUP

The performance of Voice of America and Radio Free Europe/Radio Liberty during the Soviet coup probably improved their chances for quick congressional funding. By expanding their Russian-language services and reporting directly to the Soviet people, the services garnered large audiences. Among them: President Gorbachev, who said he relied on the services during his detention in the Crimea. As the political climate changes, the services are expected to continue in some consolidated form and shift to AM, FM, TV and satellite radio.

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RATINGS ROUNDUP

		7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
Monday Aug 19	ABC 9.6/17			38. NFL Pre-Season Football—Miami Dolphins vs. Denver Broncos [9.6/17] 8.6/16		9.4/17	10.4/18	9.5/16	10.1/17	9.6/17
	CBS 12.1/21			35. Evening Shade [10.1/18]	20. Major Dad [11.3/20]	10. Miss Teen USA [12.8/22] 10.6/17		12.5/20	12.8/21	15.1/28
	NBC 11.2/19			23. Fresh Prince [10.9/20]	31. Blossom [10.2/18]	8. Cheers [13.1/22]	15. Dear John [11.8/19]	13. Cheers [12.2/20]	48. News: Svt Coup [8.7/16]	
Tuesday Aug 20	ABC 11.7/21			9. Full House [13.0/24]	7. Who's the Boss? [13.3/23]	1. Roseanne [16.1/27]	3. Coach [13.8/23]	63. Thirtysomething [7.0/13] 7.5/13		6.4/12
	CBS 9.9/18			26. Rescue: 911 [10.6/19] 10.2/19	11.0/19	38. CBS Tuesday Night Movie—When He's Not A Stranger [9.6/17] 8.0/14	8.5/14	10.7/19	11.0/21	
	NBC 11.5/20			20. Matlock [11.3/20] 10.7/20	11.9/21	17. Heat of the Night [11.5/19] 11.2/19	11.8/20	16. Law and Order [11.7/21] 11.5/20	12.0/23	
Wednesday Aug 21	ABC 10.4/19			36. Dinosaurs [10.0/20]	24. Wonder Years [10.7/20]	11. Doogie H. M.D. [12.5/22]	17. Davis Rules [11.5/20]	46. Anything But Love [9.3/17]	51. Married People [8.3/17]	
	CBS 7.6/14			72. Police Squad! [6.1/12]	82. Morton & Hayes [4.2/8]	45. Jake and the Fatman [9.4/17] 8.6/15	10.2/18	51. 48 Hours [8.3/16] 8.7/16	7.9/16	
	NBC 10.1/19			3. Unsolved Mysteries [13.8/27] 12.8/25	14.7/28	51. NBC Spec–Soviet Coup [8.3/15] 9.1/16	7.5/13	51. Quantum Leap [8.3/16] 7.8/14	8.7/17	
Thursday Aug 22	ABC 6.9/13			79. Gabriel's Fire [4.6/9] 4.4/9	4.8/9	67. Fr Dowling Mysteries [6.6/12] 6.5/12	6.8/12	38. Primetime Live [9.6/18] 9.5/18	9.7/19	
	CBS 7.4/14			57. Top Cops [8.0/16] 7.0/14	8.9/17	65. Trials of Rosie O'Neill [6.7/12] 6.3/11	7.0/12	60. S. King's Golden Years [7.6/15] 7.4/14	7.9/16	
	NBC 11.0/20			22. Cosby [11.1/23]	28. A Different World [10.5/20]	5. Cheers [13.5/24]	17. Wings [11.5/20]	38. L.A. Law [9.6/18] 9.5/18	9.7/19	
	FOX 8.9/17			50. Simpsons [8.5/17]	58. True Colors [7.9/15]	38. Beverly Hills 90210 [9.6/17] 9.2/16	10.0/18			
Friday Aug 23	ABC 9.4/19			26. Family Matters [10.6/23]	30. Growing Pains [10.3/21]	4. Perfect Strang. [9.5/19]	51. Hi Honey I'm Home [8.3/16]	47. 20/20 [8.9/18] 8.7/17	9.1/19	
	CBS 8.1/16			61. Fantastic Facts [7.2/15]	64. Primetime Pets [6.8/14]	48. CBS Friday Night Movie–In The Best Interests Of The Child [8.7/17] 7.3/15	8.1/16	9.5/19	9.9/20	
	NBC 6.2/13			70. NFL Preseason Football–San Francisco 49ers vs. Seattle Seahawks [6.2/13] 5.0/11	6.0/13	6.5/13	6.3/13	6.5/13	6.6/13	
	FOX 4.0/8			77. America's Most Wanted [5.1/11] 5.0/11	5.1/10	83. Comic Strip Live [2.9/6] 3.0/6	2.8/5			
Saturday Aug 24	ABC 7.0/14			78. Young Riders [4.9/11] 4.7/11	5.1/11	56. ABC Saturday Night Movie—Columbo Goes To College [8.1/16] 6.3/13	7.7/15	8.9/18	9.6/20	
	CBS 6.3/13			80. Top Cops [4.4/10] 4.2/9	4.5/10	62. NFL Preseason Football–Buffalo Bills vs. Chicago Bears [7.1/15] 6.2/13	7.0/14	7.9/16	8.0/16	
	NBC 9.7/20			38. Golden Girls [9.6/22]	28. Golden Girls [10.5/22]	13. Empty Nest [12.2/24]	31. Dear John [10.2/20]	58. Sisters [7.9/16] 8.0/16	7.9/16	
	FOX 5.9/12			74. Cops [5.9/13]	65. Cops 2 [6.7/14]	75. Totally Hdn. Video [5.7/11]	76. Best of the Worst [5.4/10]			
Sunday Aug 25	ABC 10.3/19	80. Life Goes On [4.4/9] 4.1/9	4.7/10	31. Am. Fun. H. Videos [10.2/19]	37. Am. Fun. People [9.9/17]	6. ABC Sunday Night Movie—Sudden Impact [13.4/23] 12.6/21	13.0/22	14.0/24	13.8/25	
	CBS 11.3/20	2. 60 Minutes [14.1/30] 13.7/30	14.6/30	24. Murder, She Wrote [10.7/19] 10.5/20	10.9/19	31. CBS Sunday Night Movie—Aftermath: A Test Of Love [10.2/17] 9.7/16	10.1/17	10.5/18	10.7/19	
	NBC 6.1/11	73. NBC Movie Of The Week—Camp Cucamonga [6.0/12] 4.9/11	6.0/13	6.3/12	6.7/12	70. NBC Sunday Night Movie—Gremlins [6.2/11] 5.8/10	6.2/10	6.3/11	6.4/12	
	FOX 11.0/20	69. Simpsons [6.4/14]	68. Roc* [6.5/14]	11. Primetime Emmy Awards [12.5/22] 10.5/20	12.3/22	13.7/23	13.7/23	13.0/22	12.2/22	

WEEKLY PRIME TIME AVERAGE	ABC 9.4/18	CBS 9.1/17	NBC 9.2/17	FOX 8.2/16
SEASON PRIME TIME AVERAGE	ABC 11.3/20	CBS 11.3/20	NBC 11.5/20	FOX 6.3/11

YELLOW = 1/2 HR WINNER

*—PREMIERE

NIGHTLY RATING/SHARE RANKING/SHOW [PROGRAM RATING/SHARE] HALF-HOUR RATING/SHARE SOURCE: A.C. NIELSEN

CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

KFIG-AM-FM Fresno, Calif. □ Sold by KLOK Radio Ltd. to Headliner Radio Inc. for $2,116,640. Terms: $100,000 cash at closing, $400,000 escrow deposit, $595,000 five-year promissory note at 14%, $855,000 trust deed note at 9% and $166,640 assumption of outstanding note. **Seller** is headed by Philip C. Davis, and has no other broadcast interests. **Buyer** is headed by Ron Ostlund, and has no other broadcast interests. KFIG(AM) is fulltimer with adult contemporary format on 1430 khz with 5 kw. KFIG-FM has adult contemporary format on 101.1 mhz with 50 kw and antenna 310 ft.

KUHL(AM)-KXFM(FM) Santa Maria, Calif. □ Sold by Great Electric Communications Inc. to Blackhawk Communications Inc. for $1,145,653. **Seller** is headed by C. Andrew Whatley and Mike Reichert and also owns KSBL(FM) Carpinteria (Santa Barbara), Calif. **Buyer** is headed by Roger R. Blaemire and has no other broadcast interests. KUHL has news-talk format on 1440 khz with 5 kw day and 1 kw night. KXFM has CHR format on 99.1 mhz with 2.3 kw and antenna 1,906 feet above average terrain. *Broker: William A. Exline Inc.*

KFGO-AM-FM Fargo, N.D. □ Sold by KFGO Inc. to Mid-States Development Inc. for $1 million worth of Otter Tail Power Co. common stock. **Seller** is owned by Richard C. Voight and Carroll J. Voight, husband and wife, and Larry A. Ristvedt and Robert Escen, who have no other broadcast interests. **Buyer** is headed by N. Bruce Thom. Minnesota Dakota Generating Co., of which 96% is owned by Otter Tail Power Co. (publicly held), owns 100% of Mid-States Development. KFGO(AM) is fulltimer with C&W format on 790 khz with 5 kw. KFGO-FM has adult contemporary format on 101.9 mhz with 100 kw and antenna 866 ft.

WWJY(FM) Crown Point, Ind. □ Sold by Meyer Broadcasting Corp. to Brown Brothers Communications Inc. for $1 million cash. **Seller** is headed by John Meyer and has no other broadcast interests. **Buyer** is headed by Willis F. and Willis E. Brown, father and son (each 50%), and has no other broadcast interests. WWJY has easy adult contemporary format on 103.9 mhz with 3 kw and antenna 330 ft.

KXSS-AM-FM Waite Park (St. Cloud), Minn. □ Sold by Genesis Broadcast Professionals Inc. to Sioux Valley Broadcasting Co. for $800,000 in assumption of debt. Price includes $200,000, five-year noncompete covenant. **Seller** is headed by Robert J. Linder and has no other broadcast interests. **Buyer** is headed by Robert E. Ingstad and is licensee of KLIZ-AM-FM Brainerd and KLLR(AM)-KLLZ-FM Walker, Minn. Ingstad has interests in KGFX(AM) Pierre, S.D.; KBUF(AM)-KKJQ(FM) Garden City, Kan.; KKOA(AM)-KKPR(FM) Kearney, Neb., and KQPR-FM Albert Lea and KDHL(AM)-KQCL(FM) Faribault, both Minnesota. KXSS has CHR format on 1390 khz with 2.5 kw day and 1 kw night. KXSS-FM has CHR format on 103.7 mhz with 3 kw and antenna 328 ft. *Broker: Johnson Communications Properties Inc.*

KXBS(FM) Santa Paula, Calif. □ Sold by Richard C. Phalen Jr., receiver for Radio Ventura Inc., subsidiary of RSB Communications Inc., to Peter F.M. Daradics for $775,000. Phalen is also receiver for KIST-(AM)-KMGQ(FM) Santa Barbara and KKAM-(AM)-KBOS(FM) Fresno-Tulare, both California. **Buyer** has no other broadcast interests. KXBS has adult contemporary format on 96.7 mhz with 87 w and antenna 1,500 feet above average terrain. *Broker: Media Services Group Inc.*

WFXG(TV) Augusta, Ga. □ Sold by Howard A. Myrick to John D. Pezold for $525,000 in transfer of control within licensee Augusta Family Broadcasting Inc. Terms: $200,000 cash at closing and $325,000 due one year from closing. **Seller** has no other broadcast interests. **Buyer,** Pezold, is head of Augusta Family Broadcasting, and also owns WXTX(TV) Columbus, Ga. WFXG is independent on ch. 54 with 4,517 kw visual, 451 kw aural and antenna 1,120 feet above average terrain.

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ **$687,600** □ **5**
FM's □ **$1,891,000** □ **5**
AM-FM's □ **$6,002,293** □ **7**
TV's □ **$525,000** □ **2**
Total □ **$9,105,893** □ **19**

Year to Date:

AM's □ **$58,365,080** □ **186**
FM's □ **$149,773,646** □ **181**
AM-FM's □ **$166,333,972** □ **130**
TV's □ **$730,824,000** □ **56**
Total □ **$1,105,296,698** □ **553**

For 1990 total see Jan. 7, 1991 BROADCASTING.

YTD MARKETS

Through the first six months, MVP has emerged as the 1991 industry leader in radio transactions. Coast-to-coast, north to south, in bull and bear economies, large, medium or small markets – no other brokerage firm performs more consistently, more professionally, for its clients.

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Actions

■ **KRGO(AM) Fowler, CA** (BAPL910702EA: 1220 khz; 250 w-D)—Granted assignment of CP from Robert Hawkons, Chapter 7 trustee, to KACARR Communications Inc. for $130,000. **Seller** has no other broadcast interests. **Buyer** is headed by Raymond L. Carrasco (46.8%), and has no other broadcast interests. Action Aug. 13.

■ **KJDN(FM) Madera, CA** (BAPH900320GV: 107.3 mhz; 3 kw; ant. 328 ft.)—Granted assignment of CP from Madera FM Inc. to Patrick R. Ryan for no financial considerations (sale is transfer of CP for new FM). **Seller** is headed by Manuel Jimenez and has no other broadcast interests. Ryan has no other broadcast interests. Action Aug. 13.

■ **KADY-TV Oxnard, CA** (BTCCT910703KE: ch. 63; 1,782 kw-V; 513 kw-A; ant. 1,800 ft.)—Granted transfer of control from McGregor Holding Corp. (voting interest) and E-II Holdings (beneficial interest) to HBC Holdings Inc. for $3.8 million. **Seller** has no other broadcast interests. **Buyer** is headed by John D. and Erica Trevor Huddy, husband and wife (each 50%). John Huddy is president and CEO of Riklis Broadcasting Corp., licensee of KADY-TV, and permittee of KBBL(TV) Big Bear Lake, CA. John and Erica Huddy are also president and program director, respectively, of KADY-TV. Action Aug. 16.

■ **KESP(AM) Santa Barbara, CA** (BAL910311EA: 1290 khz; 500 w-D, 122 w-N)—Granted assignment of license from Malcolm Morehouse, receiver, to Joyce Erway for $15,000. **Seller** has no other broadcast interests. **Buyer** has no other broadcast interests. Action Aug. 15.

■ **WOOD-AM-FM Grand Rapids, MI** (AM: BAL910422GE: 1300 khz; 5 kw-U; FM: BALH910422GF: 105.7 mhz; 265 kw; ant. 810 ft.)—Granted assignment of license from United Artists Broadcast Properties to Holberg Partnership for $10.5 million. **Seller** is affiliate of United Artists Entertainment, Colorado-based owner of cable systems and movie theaters; stations were their only broadcast properties. **Buyer** is president of radio division of group owner TAK Communications, which owns WJQY(FM) Fort Lauderdale (Miami), FL; KITV(TV) Honolulu; WKIO(FM) Urbana, IL; WGRZ-TV Buffalo, NY; WUSL(FM) Philadelphia; WQOW-TV Eau Claire; WXOW-TV La Crosse; WKOW-TV Madison and WAOW-TV Wausau, all Wis. Action Aug. 19.

■ **KBJJ(FM) Marshall, MN** (BALH910625HP: 107.1 mhz; 3 kw; ant. 242 ft.)—Granted assignment of license from Cd Broadcasting Corp. of Marshall to Paradis Broadcasting of Marshall Inc. for $350,000. **Seller** is headed by Christopher Dahl, Russell Cowles II and Richard W. Perkins, who also have interests in licensees of KKAA-AM-FM Aberdeen, KJJQ(AM)-KKQQ(FM) Volga and KBHB(AM)-KRCS(FM) Sturgis, all South Dakota; KRRZ(AM)-KZPR(FM) Minot, ND; KQHT(FM) Crookston, KKBJ-AM-FM Bemidji and KLGR-AM-FM Redwood Falls, all Minnesota, and KNUI-AM-FM Maui, HI. Dahl also has interests in WWTC(AM) Minneapolis. **Buyer** is headed by Melvin E. Paradis, who owns 75% of stock of Paradis Broadcasting of Alexandria Inc., licensee of KXRA-AM-FM Alexandria, MN. Action Aug. 13.

■ **WZJY(AM) Mt. Pleasant, SC** (BTC910624EA: 1480 khz; 1 kw-D, 44 w-N)—Granted transfer of control from Magdalene Williams to Edward Lee Johnson; purchase agreement to be filed as amendment in near future. **Seller** has no other broadcast interests. **Buyer** has no other broadcast interests. Action Aug. 9.

■ **WLOD(FM) Loudon, TN** (BALH910415HG: 99.1 mhz; 3 kw; ant. 328 ft.)—Granted assignment of license from Loudon Broadcasters Inc. to C-K Inc. for $185,000. **Seller** is headed by Gene Chrusciel and Doyle F. Lowe, and is licensee of WLOD(AM) Loudon, TN. **Buyer** is headed by Eugene Chrusciel (50%) and Charles R. Ketron (50%). Chrusciel is president and 50% owner of assignor, Loudon Broadcasters Inc. Action Aug. 15.

■ **KTLE(AM) Tooele, UT** (BAL910628EA: 1010 khz; 50 kw-D)—Granted assignment of license from Thomas W. Mathis to Vida Spanish Broadcasting Inc. for $30,000; station will remain silent while transfer is taking place. **Seller** has interests in KTLE-FM Tooele, UT, and KBRV(AM)-KFIS(FM) Soda Springs and KRCD-AM-FM Chubbuck, both Idaho. **Buyer** is headed by Maria S. Alaniz (33.3%), and has no other broadcast interests. Action Aug. 13.

■ **WISM(FM) Altoona, WI** (BAPH910610HH: 98.1 mhz; 6 kw; ant. 55 ft.)—Granted assignment of CP from Dri-Five Inc. to Alpenglow Communications Inc. for $395,000. Sale includes WISM(AM) Eau Claire, WI ("For the Record," Aug. 12). **Seller** is headed by Dale G. Ganske. **Buyer** is headed by William T. Brooks and Clifford E. Brane, et al. Brooks and Brane own 55% and 45% of stock, respectively, of Brooks Broadcasting Inc., licensee of KARS-AM-FM Belen, NM. Action Aug. 9.

■ **WXCE(AM) Amery, WI** (BAL910701EC: 1260 khz; 5 kw-U)—Granted assignment of license from Monday Media Inc. to Murray O. Ritland for $22,500. **Seller** is headed by Todd J. Garamella, and is licensee of KXLV(FM) Cambridge, MA. Garamella has interests in Garamella Broadcasting Co., licensee of KJJG(FM) Spencer, IA, and KSCR-AM-FM Benson, MN. **Buyer** has no other broadcast interests. Action Aug. 12.

NEW STATIONS

Applications

■ **Marquette, MI** (BPED910731MA)—Northern Michigan University seeks 91.5 mhz; .2 kw; ant. 42 m. Address: Cohodas Administrative University, Marquette, MI 49855. Principal is headed by Mr. Hugh E. Jarvis and 17 other board members. Northern Michigan University is licensee of WNMU-FM-TV Marquette, MI.

■ **Laramie, WY** (BPH910730MD)—Centennial Broadcasters seeks 104.5 mhz; 3 kw; ant. 290 m. Address: P.O. Box 90357, Atlanta, GA 30364. Principal is headed by Steven D. King and Daryl L. Fredine. Fredine is 24% stockholder in Baraboo Broadcasting Inc., licensee of WRPQ(AM) Baraboo, WI. Filed July 30.

Actions

■ **North Little Rock, AR** (BPH890209MB)—Granted app. of North Little Rock Broadcasting Ltd. for 101.1 mhz; 3 kw; ant. 100 m. Address: 121 Dexter Rd.,

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,988	235	5,223
Commercial FM	4,482	1,010	5,492
Educational FM	1,473	294	1,767
Total Radio	10,943	1,539	12,482
Commercial VHF TV	556	17	573
Commercial UHF TV	570	171	741
Educational VHF TV	124	3	127
Educational UHF TV	232	11	243
■ Total TV	1,482	202	1,684
VHF LPTV	209	151	360
UHF LPTV	699	808	1,507
■ Total LPTV	908	959	1,867
FM translators	1,868	347	2,215
VHF translators	2,703	82	2,785
UHF translators	2,331	308	2,639

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.